



Proclamation

Presented

In Recognition of Small Business Saturday

WHEREAS, Small Business Saturday, founded in 2010 by American Express, recognizes the importance of small business and their vital contributions to the economy, job creation and local communities; and

WHEREAS, Small Business Saturday supports the national movement to drive consumers to shop at local independently-owned businesses during the busiest shopping weekend of the year; and

WHEREAS, Small Business Saturday provides:

- Tools and resources Small Business Owners can use to promote their businesses;
- An opportunity for consumers to support their local businesses;
- A national movement that has been embraced by consumers and small businesses across the Nation; and

WHEREAS, Small Business Saturday's objectives is to:

- Drive consumers to "shop small and local";
- Encourage small business participation to increase their visibility as a local and independently-owned small business;
- Support local and national small businesses;
- Increase media attention to promote small businesses; and

WHEREAS, Small Business Saturday raises awareness about the valuable contributions of small businesses to our local communities; small businesses comprises approximately 98% of all businesses in Hawai'i, accounting for more than 475,000 jobs; and

WHEREAS, Small Business Saturday will be recognize on November 26, 2011; shoppers should pledge to patronize their favorite local stores because when millions of Americans shop small, small businesses thrive;

THEREFORE I, NEIL ABERCROMBIE, Governor, and I, BRIAN SCHATZ, Lieutenant Governor of the State of Hawai'i, do hereby proclaim November 26, 2011 as

"SMALL BUSINESS SATURDAY DAY"

in Hawai'i and urge the people of the Aloha State to support our local small businesses and recognize their participation in rebuilding and strengthening our economy.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this sixth day of October, 2011.

NEIL ABERCROMBIE
Governor, State of Hawai'i

BRIAN SCHATZ
Lt. Governor, State of Hawai'i